

By: Representatives McCoy, Burnett, Hines,  
Mayo, Perkins

To: Appropriations

## HOUSE BILL NO. 1435

1 AN ACT TO CREATE THE DELTA REGIONAL MARKETING BOARD (DRMB);  
2 TO PROVIDE THAT THE BOARD SHALL SERVE TO MARKET THE ATTRIBUTES OF  
3 THE MISSISSIPPI DELTA REGION IN ORDER TO EFFECTUATE A CULTURAL  
4 CHANGE IN THE MINDSET OF DELTA CITIZENS, PARTICULARLY IN REGARD TO  
5 THE VALUE OF EDUCATION; TO PROVIDE THAT THE BOARD SHALL BE  
6 COMPOSED OF REPRESENTATIVES OF CERTAIN COUNTIES AND MUNICIPALITIES  
7 IN THE DELTA; TO PRESCRIBE THE BOARD'S DUTIES; AND FOR RELATED  
8 PURPOSES.

9 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

10 **SECTION 1.** (1) The Legislature finds that many citizens of  
11 the Mississippi Delta region tend to have low self images of the  
12 Delta region's attributes, low expectations for the future and  
13 persistently low education and skill levels. Due to long-standing  
14 cultural ideas and attitudes, some citizens of the region place a  
15 low value on educational attainment. The Legislature further  
16 finds that changing the cultural attitudes of Delta region  
17 citizens about education is critical to efforts for solving  
18 long-term social problems, economic success and increased  
19 prosperity for all Delta region citizens.

20 (2) It is the intent of the Legislature that this act  
21 establish a means to begin to effectuate a cultural change in the  
22 way citizens of the Delta region think and act about the value of  
23 education by marketing and selling new ideas and higher values to  
24 the region in order to improve regional economic performance.

25 **SECTION 2.** For purposes of this act, the terms "Mississippi  
26 Delta region," "Delta region" and "region" are defined as the  
27 western section of the State of Mississippi that lies between the  
28 Mississippi and Yazoo Rivers, encompassing in part or whole the  
29 counties of Bolivar, Carroll, Claiborne, Coahoma, Holmes,  
30 Humphreys, Issaquena, Jefferson, Leflore, Panola, Quitman,

31 Sharkey, Sunflower, Tallahatchie, Tunica, Warren, Washington and  
32 Yazoo.

33        **SECTION 3.** (1) There is created the Delta Regional  
34 Marketing Board (DRMB). The DRMB shall be governed by a board of  
35 directors composed of a representative of each county in the  
36 region and each municipality in the region which has a population  
37 greater than ten thousand (10,000) according to the latest federal  
38 decennial census. The representatives of the counties and those  
39 municipalities entitled to representation on the board of  
40 directors will be appointed by the governing authorities of the  
41 respective counties and municipalities. Appointments must be made  
42 within sixty (60) days after the effective date of this act.  
43 Members will be appointed to the DRMB for a term of four (4)  
44 years. A chairman must be elected from among the membership of  
45 the DRMB.

46        (2) A majority of the members of the DRMB shall constitute a  
47 quorum for the transacting of business and the carrying out of the  
48 duties of the board. Members of the DRMB may not receive a salary  
49 but, subject to the availability of funding, may be reimbursed for  
50 expenses in the manner provided in Section 25-3-41. The DRMB will  
51 meet on the call of the chairman or at the request of a majority  
52 of its members.

53        (3) The Delta Regional Marketing Board shall have the  
54 following duties:

55           (a) Promoting, in collaboration with all Delta tourism  
56 efforts, the attributes and opportunities within the Delta region;

57           (b) Engaging in a long-term, multifaceted effort to  
58 change the perceptions about the Delta region and the importance  
59 of education to the region's improvements;

60           (c) Promoting the personal, social and economic  
61 benefits of education to individuals, communities and bodies of  
62 influence throughout the Delta region;

63                   (d) Making public education the most frequently  
64 discussed public issue in the region;

65                   (e) Seeking out and engaging those citizens and leaders  
66 who are not satisfied with the results of the current educational  
67 system;

68                   (f) Reducing the high school dropout rate in every  
69 school district in the Delta region;

70                   (g) Serving as an incubator for ideas and strategies  
71 that will advance the educational system in the Delta;

72                   (h) Supporting and encouraging those students who are  
73 not candidates for formal postsecondary education by providing  
74 them with information, tools and the appropriate education in  
75 support of attainable career choices; and

76                   (i) Providing support and sharing experiences and  
77 information with young people in order to enable them to make  
78 informed education and career choices.

79                   **SECTION 4.** This act shall take effect and be in force from  
80 and after its passage.